How AI credits work

Search and AI

AI credits are how the AI answers add-on counts AI use. One credit is one AI answer. Your plan gives you credits every month, the Plan and billing page shows how many you've used, and if you need more you can add a pack or let them top up by themselves.

Who can do this: The account owner buys credits and sets automatic top-up. Owners and admins see the meter · **Plans:** the AI answers add-on, or a plan with everything included

Prefer to watch? See the video lesson Turn on AI Answers, part of the course Find what customers search for and cannot find.

What uses a credit

Each of these uses 1 credit:

- **An AI answer to a visitor:** an answer from **Ask AI** in your help center's search bar, a question in the widget, a question about an article, and each follow-up question in a conversation.
- **An AI draft or rewrite in the editor:** a draft, continue writing, a summary into an intro, a rewrite that improves the text, makes it longer or changes its tone, a structure and clarity check, and FAQs from an article (1 credit for each request, however many FAQs it makes).
- **A suggested reply in your helpdesk:** a reply the AI writes for you in the Front integration.

A credit is used only when the AI gives an answer. A request that fails or is stopped uses nothing. An answer that says your articles don't cover the question still uses 1 credit.

What never uses credits

- Search of any kind, including search that understands what readers mean.
- Quick fixes in the editor: spelling and grammar, make shorter, simplify, the slug, the meta title and description, and image alt text.
- Related articles, the design assistant and summaries of visitor sessions.
- AI agents and assistants that read or change your help center through the MCP server, and the API.
- AI translation, which is its own option with its own allowance.

Your monthly credits

- 500 credits a month for each help center.
- 150 credits a month for each FAQ page.

Your credits are shared by all the help centers and FAQ pages on your plan, so a busy help center can use what a quiet one doesn't. They reset on the day your billing month starts, and credits you didn't use don't carry over. If you add a help center partway through the month, your credits go up straight away.

A plan with everything included comes with the same monthly credits. It isn't unlimited AI.

When your credits run out

Nothing breaks, and you're never charged for more without asking:

- **Visitors** get regular search results instead of an AI answer. Search keeps working as before. After **Ask AI**, and for a question about an article, they read "AI answers are not available right now. These articles may help." In the widget, a visitor in an AI conversation sees that AI answers aren't available, and can keep searching.

- **In the editor**, AI drafts and rewrites stop until you have credits again. Quick fixes keep working.

- **In Front**, suggested replies stop until you have credits again.

AI answers come back as soon as you add credits, or when your monthly credits reset.

The hourly limit on AI answers

So that a crawler or a single visitor can't use up your credits, each help center gives visitors at most 5% of your monthly credits as AI answers in one hour. With 500 credits a month, that's 25 AI answers an hour.

When a help center reaches it, visitors see regular search results until the hour is over, and no credits are used. AI answers come back by themselves when the next hour starts, and the help center's owners and admins get an email. If those were real visitors, reply to the email and we'll look at it with you.

The limit is only for AI answers to visitors. AI drafts in the editor and suggested replies don't count toward it.

See how many you've used

1. At the bottom of the left menu, click your avatar, then **Plan and billing**.

2. On the **Plan** tab, the **AI credits** card shows, for example, "AI credits: 120 of 500 used. Resets December 3, 2026."

The card also shows:

- **A forecast:** "At this pace you will use about 430 by then." It's based on your use over the last 7 days.
- **By feature** and **By help center:** where this month's credits went.
- Your packs, with what's left of each and the date it's valid until.
- Your use in each of the past months.

Emails before you run out

We email you, at most once each in a billing month:

- when you've used 80% of the month's credits,
- when the forecast says your credits will run out more than 5 days before they reset,
- when your credits have run out.

The emails go to the account owner and to the owners and admins of your help centers. If you add credits after an email and run out again in the same month, we tell you again.

Buy a pack of credits

Only the account owner can buy credits.

1. In **Plan and billing**, on the **Plan** tab, go to the **AI credits** card.
2. Click **Add 500 credits for $29** or **Add 2,500 credits for $119**.
3. Check the confirmation. It says what will be charged to which card now, with the VAT when it applies, and the date the credits are valid until.

4. Click **Add credits**. Your card is charged straight away, and the confirmation tells you how many credits you have now, for example "500 AI credits added. You now have 620."

If the page loses its connection while you buy, open the confirmation again and confirm it: a purchase is never charged twice. While a payment is still being confirmed, a new purchase waits until it's done, which takes a few minutes at most.

Credits from packs are used after your monthly credits and are valid for 12 months. A pack is charged at its own price: plan discounts don't apply, and packs aren't refunded. If your plan is ending, or a change you made removes AI answers when your plan renews, the confirmation tells you the date from which the credits can no longer be used.

If your last payment didn't go through, the pack buttons are switched off until you update your payment method. During your free trial there are no packs: activate your plan to get the full monthly credits.

Top up automatically

Automatic top-up is off until you switch it on. With it on, when 10 credits or fewer are left, we add 500 credits for $29, at most the number of times a month you choose, from 1 to 10. You never pay more than that in a billing month.

1. In **Plan and billing**, on the **Plan** tab, go to the **AI credits** card.

2. Under **Packs a month, at most**, choose the most packs it can buy in a billing month.

3. Switch on **Top up automatically**. Before anything is saved, the card says when it buys, what each pack costs on which card, and the most it can charge in a billing month.

4. Click **Switch on**.

To change the number later, choose it again and click **Save**. The card shows how many packs it bought this billing month, and in your list of packs each one it bought is marked

Automatic top-up. To stop, switch it off.

If your card is refused, automatic top-up switches itself off and we email you. Update your payment method, then switch it on again. If the page says it could not confirm your change, click **Try again**: until it confirms, automatic top-up may still be on.

Automatic top-up is available once your plan is active. It doesn't buy while a help center is at its hourly limit.

Find the invoice for a pack

Every pack has its own invoice, with the line "AI credits" and the number of credits. In **Plan and billing**, open the **Invoices** tab to view or download it.

During your trial

A free trial includes 100 AI credits in total, for all your help centers together. When you activate your plan, your monthly credits start, and trial credits you didn't use don't carry over.

Plans without credits

If you're on Catalyst, or you have the AI add-on on Bootstrap or Growth, AI works as it always has, without credits.

Related articles

- Turn on AI Answers
- How AI Answers work
- Write faster with AI writing help
- Plans and pricing
- Build your own plan